PHILISCOPE

MAY 1966

Philips advertising
wins Marketing award...p. 3

S.W. Numann Visits Canada

Mr. S.W. Numann, Director of the General Advertising Department of Philips, paid a visit to Canada this month. The genial gentleman is seen above during an informal visit with the members of our Advertising Department. Seated beside Mr. Numann is Diane Hague. Standing are: Cos Capone, Linda Grierson, Advertising Manager Ron Ward, Lex Vente, Bill Romanik and Bob Wilkinson.

HOW OLD IS YOUR TV SET?

The Philiscope is interested in locating the person owning the oldest Philips television set which is still in operating condition. If you have a TV dating back beyond 1954, contact the editor at PAX 324.

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I keep my words soft and sweet; it helps with ones I have to eat.

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ANATOMY LESSON.....

The body of an organization has four kinds of bones:

1. *There are the wish bones... who spend all their time wishing somebody else would do the work.*
2. *There are the jawbones... who do all the talking but very little else.*
3. *There are the knucklebones... who knock everything that everybody else tries to do.*
4. *Finally, there are the backbones... who get under the load and do the work.*

- Anon.

PHILIPS CIRCLE FISHING TRIP
to be held on
SATURDAY, JUNE 12TH
See bulletin boards

The next edition of the Philiscope will be the combined June/July issue. It will be distributed just before the plant shutdown vacation period.

THE PHILISCOPE is published monthly for Philips employees across Canada. Correspondence should be addressed:
Jack C. Clarke, Editor
Philips Electronics Industries Ltd., 116 Vanderhoof Ave., Toronto 17, Ont.

Articles appearing in this magazine should not be reprinted without permission.

ON THE COVER .....
Marketing Magazine Editor, Ted Earl (right), presents the Marketing Award scroll to Advertising Manager, Ron Ward. Director of General Advertising for the Philips Concern, S.W. Numann was on hand at the presentation to add his congratulations.

PHILIPS ADVERTISING WINS MARKETING AWARD

Philips Appliances Ltd., and its advertising agency, Needham, Harper & Steers of Canada Ltd., have won the coveted Marketing Award for our advertising campaign of 1965.

Sponsored by Marketing Magazine, the competition this year drew 600 entries. Forty-two top level advertising people were given the task of selecting the 18 most outstanding campaigns of the year. Philips was selected as one of them.

The judges had this to say about our 1965 advertising: "Intriguing, believable, memorable. Pertinent, 'built-in' quality features are used to make the sales point. An honest use of ultra sensory perception. No phoney, out-of-place headlines. Good product reactions that aren't forced. The over-all good looks of the ads also say quality."

P.A.L. Advertising Manager Ron Ward gives much credit for the award-winning campaign to the efforts of Gordon MacDonald our account executive with Needham, Harper & Steers. Mr. MacDonald has handled the Philips account for the past seven years.

Another achievement award for quality advertising takes its place on the wall of Ron Ward's office. It was just last year that Canada won the Philips international advertising competition.

The Parliament Buildings in Ottawa, as seen from Nepean Point nearly 100 years ago.

SOUND and LIGHT SPECTACULAR FOR CANADA'S CAPITAL

Through the magical effects of stereophonic sound and the dramatic use of special color lighting from Philips, the fascinating story of the building of a nation will unfold in a 40-minute "Son et Lumiere" presentation for the Centennial year in Canada's capital.

Highlights from Canada's history will be portrayed through the dramatic blending of lighting effects, voices, special sound effects and music in two evening presentations each summer night, utilizing the Parliament Buildings and surrounding area as the focal point.

Ottawa's Centennial "Son et Lumiere" is being produced by Legendrama Productions Ltd., of Toronto, of which Mavor Moore is president.

"Son et Lumiere" is the name of the Paris-based associate company of Philips which has provided sound and light installations all over the world. Notable among these are the Acropolis in Athens, and the Pyramids of Giza in Egypt. President Pierre Arnaud of Son et Lumiere recently came to Canada to complete arrangements for the gigantic Ottawa project.

The Capital Hill presentation will be the largest and most spectacular presentation of its kind ever seen in Canada and will be the first time any national capital has ever been dramatized in this manner. Cost is estimated at around $400,000.

Visitors will be seated at dusk in a permanent 1000-seat amphitheatre to be constructed at Nepean Point

Park some 1,500 feet from the actual illumination area surrounding the Parliament Buildings.

Sounds of days-long-past will return as the script unfolds, retelling the adventures of the men who built Canada from its earliest days.

The immense task of creating a nation as we now know it -- the hardships and triumphs of the pioneers, the strength and character of the hardy men and women who were to conceive Canada as a nation -- will be portrayed in such a manner that no visible actors will be required.

Legendrama's General Manager Eric Handbury says the show will be completely automated with all sound effects and lighting techniques programmed through a central control booth to be located close to the area.

"No visible actors are used, although by stereophonic effects created by multiple speakers, their footsteps and voices move unforgettably along the tree-lined walks, through the buildings and in some cases among the audience," he explains.

Basic script for the Centennial "Son et Lumiere" has been assigned and will be written during the coming months. Details and specific highlights have not been determined but it is planned to feature the spectacular 1916 fire which consumed the Parliament Buildings as a grande finale.

"Son et Lumiere" while quite unlike film, television or the legitimate stage, is still very much theatre and guests will be treated to the conventional pre-curtain moments of the "house lights" dimming in the seating area before the first crashing bars of a specially-written overture are heard and the massive scale of the performance is established.

While specifically a Centennial year project, the capital's "Son et Lumiere" will be carried on each year as a permanent tourist attraction.

Through magical effects of stereophonic sound and dramatic use of coloured lighting, the fascinating story of the building of a nation will unfold in a 40-minute "Son et Lumiere" presentation planned for Centennial Year at Ottawa. One spectacular scene depicts the 1916 burning of the Parliament Buildings which left only the centre block standing.

The relocating of Samuel de Champlain's Statue and building of an attractive structure seating about 1000 spectators are part of the plan for converting Nepean Point into a viewing area for the "Son et Lumiere" program to be staged on the site of the Parliament Buildings in 1967. The Photograph shows how it will look when completed.

FACT-FINDING COMMISSION TO PROBE VALUES OF A RECREATION CLUB

The outcome of an address by Industrial Relations Director Keith Richan, at the recent annual meeting of the Philips Circle Club, will be the setting up of a fact-finding commission to analyze the purpose of a recreation club and to probe program ideas which could be developed to meet the needs of the membership. The fact-finding group will be made up of three management representatives and four representatives selected from the membership by the Club's committee.

This all came about when Mr. Richan was asked to address the meeting and speak on the subject of the value of a recreation club to the company. Although the value of a club such as ours is generally bound up in intangibles - very difficult to measure - he said that he believed a recreation club is a real asset to a company, affording an opportunity for employees to socialize at a time other than during working hours; and giving management an opportunity to meet employees in a more relaxed atmosphere.

Faced with the charge that management has let the Club down recently by not showing sufficient interest in their social activities, Mr. Richan wholeheartedly agreed that their participation should be greater than it has been in the past. He stressed the need for greater participation in all phases of the Club's activities by ALL the membership, and went on to say that it is good experience for employees in any organization to be part of a recreation club such as ours. "When I say part, I mean to take FULL part and be prepared to take on responsibilities and head up committees. I think this is extremely valuable training, particularly for those who have never done it before."

In searching for information on which to base his talk, Mr. Richan said that nowhere could he find any specific reference to any studies which had been made by consulting groups relative to the organization of recreation clubs and their value to a company.

"How, then, can the value of a club be obtained?" he asked. "I suggest that it might be obtained through the nature of the programs developed by the individuals assigned to the club committee. I have a suspicion that it is here (in programming) that we are running into our present difficulties.

"This type of organization - the recreation club - is something that goes back a long way in history. It received a terrific upsurge during the war because organizations were doing everything possible to encourage people to go into industry. Since that time we have gone through many changes in our personal lives - this is part of our rapidly changing society."

Continuing, Mr. Richan said

MEMBERS OF THE FACT-FINDING COMMISSION

For Management:
Messrs. Keith Richan, Tony Booth and Grattan McKeown.

For Philips Circle:
Miss Jean Morrison, Mrs. Jean Owens, Messrs. Mike Woodrow and Joe D'Allesandro.

that the situation of suburbia has crept in and, as a result, many have found specific interests in their own community. This, plus the fact that many more are living in a large metropolitan centre like Toronto, with the variety of activities it has to offer, could have an affect on the attitude of the employees toward their company recreation club functions. On the other hand, the situation in a small town 100 miles away could be quite different. The number of activities available to adults would be limited, hence there would be more inclination for them to seek social and recreational activity through a company recreation club such as the Philips Circle.

Mr. Richan posed the questions: "Have we developed the kind of programs (in the Philips Circle) which are of broad interest to the group?... Have we analyzed the group by age, sex, marital status, to see if our present programs meet the varied desires and interests of such a broad cross-section of individuals?"

The members attending the annual dinner meeting unanimously favoured the idea, suggested by Mr. Richan, of setting up the fact-finding commission to delve into the subject of recreation club activities; their purpose, and their value to the individual and to the company. The commission have a challenging task ahead of them. Their findings should prove interesting and enlightening. More important, however, the results should be useful in the planning of greater things for the Philips Circle.

NEW PHILIPS CIRCLE PRESIDENT

Pat Boudreau

Members attending the recent Philips Circle annual dinner meeting elected Pat Boudreau of Industrial Relations as their new Club president to serve for a two-year term. Mr. Boudreau succeeds Stan Scott who did not stand for office this year.

NEW ADVISORY COMMITTEE MEMBERS

Stella Jackson

Gordon McKerrell

Two popular employees were elected to the Advisory committee: Stella Jackson of the Metal Finishing Department, and Gordon McKerrell of Shipping. Mr. McKerrell is a former president of the Club, and was a close contender for the presidency again this year.

HERE IS YOUR PHILIPS CIRCLE COMMITTEE FOR 1966-67

President: Pat Boudreau
Treasurer: Ken Hughes (Re-elected)
Social Chairman: Jim Steele (Re-elected)
Recreation Chairman: Ken Kellar
Welfare Chairman: Doreen Makaryk (Re-elected)
Advisory Chairman: Jack Walker
Advisory Committee: Stella Jackson
Gordon McKerrell

Definitions:
Capital: Money the other fellow has.
Labour: Getting it from him.

ART COMPETITION WINNER

Mrs. Kathleen MacKenzie of Philips Electronic Equipment won the Philips Circle amateur art competition award this year for the painting voted most popular in the show. It was a beautiful painting titled 'Poppies'. Mrs. MacKenzie also won top honours in the competition two years ago.

UNDER THE "B" .....

A lively evening of bingo followed the Philips Circle annual dinner meeting and many members went home with prizes. Ken Kellar was the caller.

"SOUND INTO LIGHT" TOURS CANADA WITH CANADIAN ART

The internationally-renowned Philips art collection, "Sound into Sight", which many employees had the opportunity to see during our recent Open House, will go on tour to 11 cities across Canada along with 50 canvasses and sculptures by Canadian artists this summer.

The exhibit will be sponsored by service organizations in each of the cities, selected for their demonstration of interest and willingness to provide display facilities. Philips will provide transportation and promotional materials, plus an art authority to accompany the exhibit.

The Canadian paintings will be for sale, with the service clubs sharing in the proceeds to help support service work in their local communities. Several nationally and internationally-known Canadian artists have already expressed interest in submitting works for the exhibit, scheduled from June through mid-August.

The collection 'Sound into Sight', 19 paintings in all, is the work of leading European artists commissioned by Philips over a period of years. The painters were asked to choose specific pieces of music, then produce their visual interpretations.

The diversified contemporary paintings have received critical acclaim wherever shown. The present showing is the first in North America.

Following its lengthy tour of this country, the collection is to go to Australia, where it will be shown as a further expression of the 75th anniversary celebrations of Philips international.

The collection was shipped to Canada by sea - travelling in the valuable-cargo-hold of the Oranje Line vessel, Prins Philips Willem - at an insured value of $100,000.

Top women golfers of the day were Jean Owens (left) and Madeline Randall. They were really in a class by themselves.

Rouge Hills Golfing

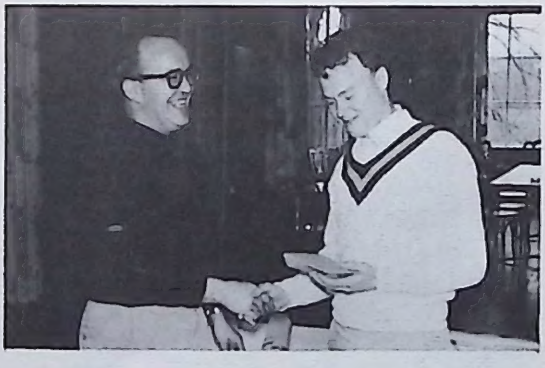
"What Kind of Fool Am I" should have been the theme song of the 38 hardy golfers who showed up at Rouge Hills on that chilly morn of May 7 for the Philips Circle spring (?) golf tournament.

However, despite the unseasonable and unreasonable weather (and that 7:30 tee-off time) it was a tremendous success, thanks to the efforts of organizer, Dennis Powell.

There were some good scores turned in, and there were also some honest scores turned in, and the Philips Circle provided prizes for both categories.

Low gross winner, Tom Bennett (left), receives his trophy from Pat Boudreau.

Second low gross prize is presented to Jack Young (left) by Ken Clarke.



Crime never pays, but honesty does .... at least for Gerry Ridout (right). He receives his prize from Jack Holman.

In the low net contest, Bob Francisco (right) took top honours with Bill Romanik (left) right behind him.

OVER 17,000 ATTEND MINING AND METALLURGY SHOW

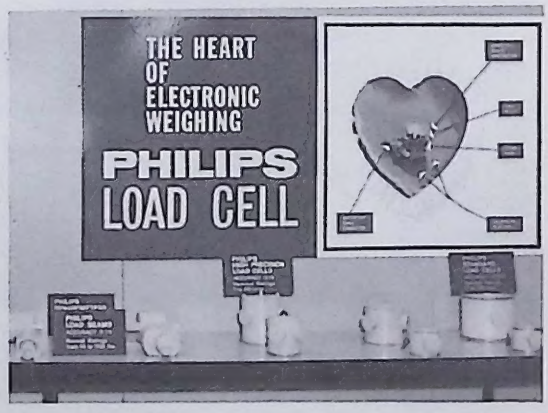
Philips Electronic Equipment Division had an impressive exhibit at the recent Mining & Metallurgy Show. Held in the Coliseum Building, Exhibition Park, Toronto May 2-5, 1966, the show attracted more than 17,000 visitors.

Philips display featured two interesting product lines - Analytical X-Ray Equipment and Electronic Weighing Equipment.

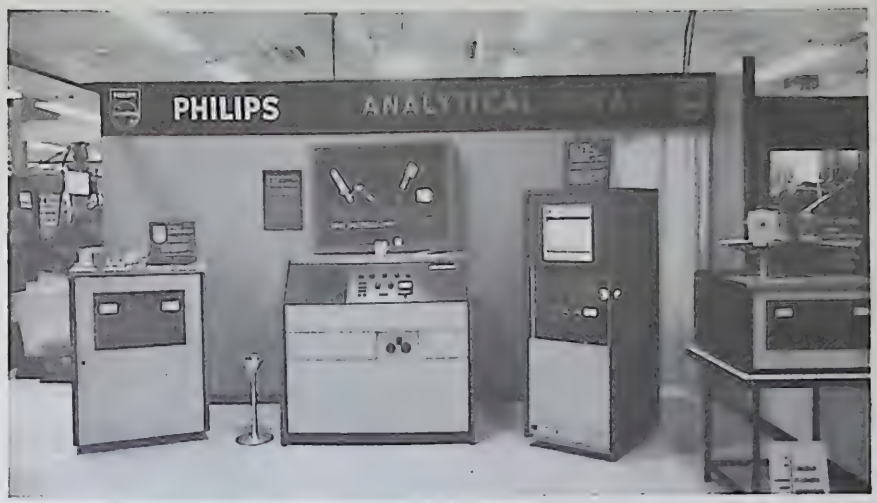
The electronic weighing section of the exhibit featured a weighing platform and show visitors were invited to check their weight electronically. The scale incorporated a digital type weight indicator instead of the conventional circular type. Various types of load cell, the weight sensing part of an electronic weighing system, were on display along with a weight recorder and an automatic taring unit. Of particular interest was a cut-away load cell (the heart of electronic weighing systems) showing its internal structure. There are no moving parts in a load cell. When a load is applied the cell's electrical characteristics change proportionately. The electrical change is amplified and applied to an indicator or recorder calibrated to read in terms of weight. Load cells are completely sealed and can be used in adverse conditions. Their operation is not affected by dirt or moisture which can interfere with the operation of mechanical type weighing systems. Because the systems are electronic, indicating and recording devices can be located remotely at a central control panel.

Philips electronic weighing system are in operation in numerous Canadian industries including steel,

Show visitors were invited to check their weight - electronically. Their weight was indicated in numerical form to the nearest 1/10 pound. Hundreds of visitors stepped on the platform.



Philips Load Cell display at the Mining and Metallurgy Show. Sizes vary according to size of load to be weighed (up to hundreds of tons). The "heart display shows the inner construction of a typical Philips load cell.



Philips Analytical X-Ray Equipment. A colourful animated display demonstrated and explained the basic operation of the equipment.

mining, soft drink manufacturing, tanning and others.

A good number of high-quality leads were obtained at the show representing significant potential business.

Philips Analytical X-Ray Equipment is in use in many plants throughout Canada. Its purpose is rapid analysis of the chemical and mineral content of liquid, solid or powdered samples of slags, ores, cements etc. Because of the speed, sampling of materials - in-process can be done- and indicated corrections made - at speeds in keeping with modern automated processes. This means that a high degree of uniformity of end product quality can be maintained.

Briefly, the equipment works as follows:

X-rays are generated and directed towards the sample to be analyzed. Secondary rays are produced at the sample. The characteristics of these secondary rays are dependent on the chemical and mineral content of the sample. They are directed toward what is known as an analyzing crystal. Here they are reflected at different angles depending on the elements in the sample from which they come. A detector picks up and measures the reflected radiation at the various angles, each angle corresponding to an element. The strength of radiation measured at each angular position indicates the relative amount of the corresponding element in the particular sample.

TWENTY MILLION CANADIANS

Nineteen hundred and sixty-six, the 99th year since Confederation, will also go down as the year in which Canada's population passed the 20 million mark. Latest official figures indicate that, as of January 1, we numbered 19.8 million, which means that at the current rate of increase we will reach 20 million this summer.

SERVICE ANNIVERSARIES

MAY

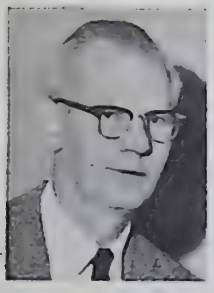
ERNEST DAVIDSON
Credit Department
15 Years

JANINA KRAJEWSKI
Tube Packing & Branding
15 Years

CLAIRE LANDRY
Finance & Accounting
15 Years

PETER SALE
Quality Control
15 Years

ERIC BONHAM
Product Management, P.A.L.
10 Years



ARCHIE McKELLAR
Radio/TV Engineering
10 Years

ADA SCHEIKO
Printed Panel Ass'y
10 Years

CHARLOTTE HAWTHORNE
Radio/TV Assembly
10 Years

URSULA BELUKOFF
Crystals Department
10 Years

MONTREAL BOWLERS WIN CROSS-CANADA TOURNAMENT

The Philips Cross-Canada Bowling Tournament for the President's Trophy has been won by our Montreal Branch. Members of the winning team were: Roger Lefebvre (Captain), Clair Couture, Priscilla Fong, Bernard Reiter and Richard Verdon. Last year's winner, Toronto, wound up in second place with Winnipeg close behind.

The teams competed on April 28 and score sheets were mailed to the Philiscope editor the following day. Here is how the teams finished: Montreal 3282; Toronto 3080; Winnipeg 3032; Vancouver 2797; Calgary 2373. Halifax and Edmonton did not participate. The Philiscope hopes to have a photo of the presentation of the trophy for the next issue.

Dinner and Dance Wind Up Curling Season

Mr. Frank Pounsett (right) presents his trophy to the top curling team of Dennis Powell, Gertrude Young, Jack Black and (not shown) Ralph Ricketts.

Philips curlers wound up the season in great fashion with another Chinese food dinner and a dance at the China House. The affair, as usual, was a rousing success.

The wind-up party of Philips curlers is, without a doubt, one of the most enjoyable employee get-together's of the year. Four of the merrymakers are shown above. Isobel and Jack Klink (left), and Gertrude and George Clark.

THEY'LL BE OUT TO GET YOU .....

Here are the newly appointed curling committee members for the coming season. From the left: Beryl Colpitts, treasurer; Dave Clarkson, vice-president; Isobel Klink, secretary; and Bill Kirkpatrick, president. Their task, from now until fall, will be to get YOU to participate in their curling activities.

No one ever found life worth living, he has to make it worth living.

Credit Union Report

MAY 4 - In a concerted effort to modernize their approach to the ever-present 'delinquency account control' problem which plagues most loan organizations, the Credit Union Board of Directors have approved new loan policies to be put into effect immediately.

In an employee-owned Credit Union such as ours, everyone suffers when uncollectable loan accounts have to be written off. The Board should therefore be commended for the effort presently being put forth to keep delinquent accounts to a minimum.

The Philiscope learned that a good percentage of delinquent accounts in the past can be attributed to the making of loans to married women who later leave the company. To remedy this situation, the Board now recommends that the husband of the applicant join the Credit Union so that they may jointly be considered for stability before a loan is made.

The C.U. Board has also placed a ceiling of $500 on loans to employees and members who have been with the company less than two years. There will be exceptions to this ruling where adequate security can be produced.

The newly-adopted loan policies include a general tightening-up on methods and procedures for assuring the repayment of money loaned to members. This should considerably reduce the possibility of loans becoming delinquent, and uncollectable.

What it all boils down to is this: The Credit Union is in no way trying to discourage members from borrowing. On the contrary .... they, as always, welcome your loan applications. What they are saying is .... just be sure you are able to handle the payments or we will close in on you .... fast.

FOR SALE

BABY'S CRIB plus bedding; spring mounted rocking horse; and kiddie car. All in good condition. The lot for $10. - Contact A. Kimmel, PAX 130; evenings, 261-8341.

VOLKSWAGEN CAMPER - Factory fitted, complete with skylight, 2 attachable tents, propane refrigerator, gasoline heater, radio. Sleeps 2 adults and 2 children. Immaculate condition. Reasonable. Mr. E. Relle, PAX 539; evenings AM 1-1291.

NEWS BRIEFS

Some employees believe in an early vacation and members of Philips Electron Devices are no exception. VIC CUMMINGS recently returned from a relaxing holiday under Florida skies.

SHIRLEY MILLER and JOAN BULLOCK, also of P.E.D., spent two weeks enjoying the splendor of Mexico which included visits to historic sites and the sampling of Acapulco's night life.

DON LEE recently returned from Regina where he attended the 1966 Western Association of Broadcasters' Convention. Philips products were on display.

Retiree JOHN HENDERSON will celebrate his Golden Wedding Anniversary on June 16. Mr. & Mrs. Henderson will hold an open house at their Frenchman's Bay home on that day to mark the occasion. Daughter, Jessie Henderson is with our Professional Equipment Production Department.

Finance & Accounting recently welcomed the following new employees: Miss RUTH BELICK, Accounts Payable; EDWARD LOULI and JOHN McLINDON, Factory Accounting; DAVID TINKER, Financial Analysis; and Miss HELEN FULTON, Credit.

Former employee, LARRY TREAGUS, is working with us again in Data Processing.

Correction: Dorothy McArthur of Vancouver is secretary to Service Manager Gerry Price .... not Vern Harvey, as stated in the last issue.

It is easy to be perfect. Just follow the advice you give to others.

CALGARY

Employees and wives enjoyed two evenings of bowling on April 27 and 28. The first night, they admit, was a practice night for the Philips Cross-Canada Bowling Tournament held on the 28th.

The Calgary showroom decor was transformed on the evening of April 23 for an enjoyable get-together of branch employees and guests. The effective lighting and decorations for the occasion can be attributed to GORDON BIBBY who devoted much of his free time to the task.

GORDON BIBBY has transferred to our Winnipeg Branch, and replacing him as Philiscope reporter we welcome MARY MAE LONG of the order desk.

FRANK VAN CAMP was married on May 7 at Parkdale United Church in Calgary. His bride is the former Roberta Mitchell. Mr. Van Camp was transferred to Winnipeg Branch shortly after his marriage.

GARY KIJOWSKI of Research & Control recently transferred to our Edmonton operation. His new responsibilities will be as resident service engineer for the Edmonton area.

Mr. Kijowski will also be taking on other life-time responsibilities in Edmonton when he walks down the aisle on June 12 to say "I do" to his bride-to-be Marjorie Williamson.

Births . . . .

To Mr. & Mrs. ART PILGRIM, a son, April 24. Mr. Pilgrim is with Radio/TV Production.

To Mr. & Mrs. BILL ROBINSON, a daughter, Susan Lynette, on May 9th. Mr. Robinson is with Philips Electron Devices.

To Mr. & Mrs. MARK BERNARDS a son, Michael, May 11. Mr. Bernards is with Finance & Accounting.

Come Dance With Us

Whether you're a swinger, or just one who likes to watch the goings-on from a corner table, why not join the Philips Circle crowd for an evening of merriment

AT THE BEAUTIFUL BALMY BEACH CLUB

The Balmy Beach Club, situated right on the shore of Lake Ontario at the foot of Beech Avenue, is an ideal spot for a dance at any time, and particularly in the summer. Its ballroom doors open to the spacious balcony overlooking the water ... What better way to spend a summer night than to attend this Philips Circle dance on

FRIDAY, JUNE 17TH

Why not organize a party in your own department and lend your support to this Philips Circle dance which has been planned for your enjoyment. Tickets are reasonably priced at

$1.00 FOR MEMBERS – $1.50 FOR NON-MEMBERS

Tickets will go on sale on Wednesday and Thursday, June 17-18, outside the Employees Store. You may reserve tickets in advance by contacting any member of the Philips Circle committee (listed elsewhere in this issue).

Montreal Branch	*Vancouver Branch*
PHILIMONT CLUB	*PHILIPIAN CLUB*
-PICNIC-	*-PICNIC-*
JUNE 26	*JUNE 12*

"First we announce our engagement, Betty. Then we get married; then we quit. Three collections ought to give us a good start."

PHILIPS CIRCLE
ANNUAL
PICNIC
SATURDAY, JUNE 4
CEDAR BEACH PARK,
MUSSELMAN'S LAKE
Bring the whole family!